



TERMS AND CONDITIONS – SMITHWICK'S – HOME-BREWING CHALLENGE

1. The Home-Brewing Challenge Competition (the '**Competition**') is open to entry (or other participation in) by individuals who are (1) resident in the island of Ireland and (2) who are aged 18 years old or over. The Promoter reserves the right to request written proof of age. Entrants may enter as individuals or as a group, comprising of 2 people. If two people enter as a group both individuals must satisfy the entry requirements.
1. The Competition is not open to staff of the Promoter (be they employees or contractors), their immediate family members or staff of any associated companies, including promotional partners or anyone professionally involved with this Competition.
2. Entry into this Competition shall be deemed to be a full and unconditional acceptance by the entrant of these Terms and Conditions.
3. Failure to adhere to these Terms and Conditions may result in disqualification from the Competition and forfeiture of the Prize. This shall be at the sole discretion of the Promoter and no correspondence will be entered into.
4. No purchase is necessary.
5. Entrants must submit four (4) 330ml or four (4) 500ml bottles of Ale, by 21st April 2017 along with an entry form which can be downloaded from www.smithwicks.com/homebrew
6. Bottles should be free of ink and paint and free from any identifying marks or beer labels. Please attach a competition Beer Label from the entry form to each of your entries. On the entry form set out a specific ingredients list including a full and detailed description of the beer. Please include brand names in the list of ingredients used where applicable.
7. All beers submitted must be a summer fruit ale. A session ale made with any fruit or combination of fruits. A pint you could enjoy with friends that would quench your thirst on a warm summers evening while the BBQ is on the go or in a beer garden. It will be an ale for everyone to enjoy.
8. Only one homebrew Ale may be submitted per entrant brewer or group and no beers will be returned. Whilst every reasonable effort will be made to contact entrants whose bottles have broken to make arrangements for sending replacement bottles, we would advise entrants to package their entries in a sensible manner to reduce risk of damage.

9. All homebrews need to be submitted to Smithwick's Homebrew Challenge, Verve, 11-15 Erne Street Upper, Dublin 2, at the entrant's own expense. Closing date for receiving homebrews is 21st April 2017 and no brews will be accepted after this date.
10. Any ale submitted must not be brewed at a place that brews beverages for commercial purposes, whether for commercial research, production or other purpose, including brewpubs, brew-on-premise establishments or brewed for commercial sale.
11. Entrants warrant that any homebrew ale submitted is of good drinkable quality, free from irritants, chemicals or other substances that could cause harm. Entrants agree to indemnify the Promoter against any personal injury, loss or damage caused as a result of consumption of an entrant's product.
12. Recipes for the homebrew ale are not required to be provided at the time of entry. However, a comprehensive list of ingredients must be supplied with each entry. The chosen winner will be required to provide Smithwick's with their full recipe and ingredients list for the purposes of brewing their ale within Pilot Brewery, in advance of this time.
13. While the Promoter will make every effort to ensure the original recipe is adhered to, it may be subject to some change due to availability of ingredients and brewing processes available, but this will be agreed with the winner in advance of the brew-day.
14. The winner will be chosen by an expert panel of judges appointed by the Promoter. In the event of any dispute regarding the rules, conduct or the result the Promoter and/or judges' decision will be final and no correspondence will be entered into.
15. The winner will have the opportunity to brew their recipe under the guidance of qualified brewers in the Pilot Brewery, Dublin 8. The winner or winning group will have received the prize of the opportunity to brew their winning ale the Pilot Brewery, Dublin 8.
16. The Prize is offered as stated and is non-transferable. No cash alternative, or alternative prize to the stated Prize shall be offered or made available, however the Promoter reserves the right to replace the Prize with an alternative prize of equal or greater value.
17. Finalists must be available for brewing for a day between the 5th and 23rd June 2017.
18. The winner of the 2017 Smithwick's Homebrew Challenge will be announced to the public by 5th June 2017. The winner or winning group will receive one thousand euro (€1,000) in prize money. The Promoter reserves the right to replace the Prize with an alternative prize of equal or greater value. Acceptance of the Prize constitutes permission to use the relevant winner('s) name(s) and likeness for the purpose of advertising, promotion or publicity in any media without additional compensation.
19. All entrants must ensure that they are contactable by the phone number they have provided.

20. The winner('s') name can be found by sending a SAE to Smithwick's Home-brewing Challenge, Verve, 11-15 Erne Street Upper, Dublin 2, after 22nd June 2017. No other correspondence will be entered into concerning the result and the Promoter's decision is final.
21. The winner(s) may be required to take part in publicity and should the winner(s) fail or refuse to do so the winner(s) will be deemed to have forfeited their opportunity to win the prize and be disqualified from the Competition. The Promoter reserves the right to enter into an agreement to brew and sell the winning ale in outlets in partnership with the Winner after the Competition has ended. The Promoter reserves the right to amend this provision in line with Clause 23 of these Terms and Conditions.
22. The Promoter reserves the right to withdraw or amend this Competition, Prize and or these Terms and Conditions in the event of any unforeseen circumstances without notice.
23. Neither the Promoter nor any of its associated or affiliated companies shall accept any responsibility for difficulties, cost or expense experienced in submitting an entry to the Competition.
24. Neither the Promoter nor any of its associated or affiliated companies shall be liable to any entrant for any cancellation, discontinuance or delay affecting this Competition.
25. Neither the Promoter nor any of its associated or affiliated companies shall be liable to any entrant for any breakages which may occur affecting an entrant's submission to this Competition.
26. Neither the Promoter nor any of its associated or affiliated companies shall accept any liability for loss or damages incurred, or responsibility for any claim, as a result of acceptance of the Prize.
27. Dates are subject to change.
28. By entering this competition you explicitly consent to the collection and use of your personal data for the purpose of the Promoter selecting, contacting and confirming the winner. Your personal data may be shared with trusted third parties and will not be used for any other purpose without your prior permission.
29. These Terms & Conditions shall be governed by and construed in accordance with the laws of Ireland and subject to the exclusive jurisdiction of the courts of Ireland.

The '**Promoter**': Smithwick's, Diageo Ireland, St James's Gate, Dublin 8

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